Spam Words and Characters to Avoid in Your Email Subject Lines. It's not always possible to avoid spam words 100% of the time, but most of the time they can and should be avoided. *Spam words and characters should also be avoided in the email body – which we will be looking at in the next lecture!*

Free

Money

Finance

Cash

Debt

Credit

Investment

Check

Miracle

Password

Guarantee

Winner

Congratulations

Promise

Celebrity

Casino

Prize

Warranty

Promotion

Order

Buy

Offer

$ (or any currency sign)

!

Try to avoid special characters, such as:

&

{

#

>

%

/

=

*

+

“